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Avow Celebrates Life and Love with 18th Annual Butterfly Release

Avow to host annual community memorial event April 6 in Cambier Park

NAPLES, Fla. (March 12, 2024) – Avow’s Annual Butterfly Release will be held April 6 in Cambier Park in downtown Naples. Open to the Southwest Florida community, this event will include a live butterfly exhibit, remembrance ceremony, and butterfly release. The event is expected to be a moving and uplifting celebration of life and love.

“We value celebrating life’s beauty with the community and providing them a comfortable outlet for grief,” says Avow President and CEO Jaysen Roa. “With this annual event, we are grateful to share the importance of honoring the lives of our loved ones in such an inspiring and touching way.”

The event begins with the butterfly exhibit, open from 9:00 a.m. to 10:30 a.m., with more than 1,000 butterflies in the interactive display tent. Local musicians and Avow’s own board-certified music therapists will play music. There will also be various craft activities for children. The remembrance ceremony will begin at 11:00 a.m. with inspirational readings, songs, and a public reading of the names of loved ones remembered. At the ceremony’s close, more than 1,000 butterflies will be released in a celebration of life. Avow bereavement counselors will be in attendance for anyone who may need extra support.

The Butterfly Release event is generously endowed by the Gorlach family. Participants who wish to register a name in advance to be read in memory of a loved one may donate \$55 per name. Name registration before 10:00 a.m. will be \$65 on the day of the event. This event is open to the

community; the public may attend to watch the butterfly release for free. A live stream will also be made available online for those who cannot attend in person on Avow's Facebook page and replayed on its YouTube channel. For more information or to register a name, visit www.avowcares.org/butterflyrelease.

About Avow:

Avow was founded in 1983 as Collier County's original, nonprofit hospice. Today, Avow's nonprofit companies provide palliative care consultations for adults facing chronic or serious illness and hospice care and bereavement support services for children and adults. To learn more about the scope of services provided by Avow, call 239-261-4404 or visit www.avowcares.org.

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